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Food and Home Notes

UNITED STATES DEPARTMENT OF AGRICULTURE · WASHINGTON, D.C. 20250

35TH YEAR

JUNE 5, 1978

FOR FOOD WRITERS

"Food Marketing Alert," a bulletin of current information about food supplies for the coming month, is written in non-technical language for food editors and writers. Published since 1974, the bulletins are now grouped under red meats; poultry and eggs; milk and dairy products; fruits, vegetables and nuts; and grains and legumes.

How is it useful? It indicates a food is either "plentiful" (more than enough of a given food for current requirements); "adequate" (enough to meet normal needs; or "light" (not enough supplies to meet normal requirements).

For each food category, "Food Marketing Alert" compares current food stocks with supplies for the same month a year ago. Also compared are averages for the same month for the past three years.

"Food Marketing Alert" is not mailed to individual consumers, but is

available to food editors and mass media whose readership includes consumers.

Food writers desiring to receive this may write to:
Information Division, AMS, Room 3620-S., U.S. Department of Agriculture, Washington, D.C. 20250. Please state your name, occupational category, or organization name, title, and include your P.O. box or street address, city, state, and zip code.

FOOD MARKETING ALERT
A MONTHLY USDA GUIDE TO FOOD SUPPLIES FOR VOLUME BUYERS AND COMMUNICATION MEDIA

As of mid-November, the December supply situation looks like this...

RED MEATS

Beef...plentiful. Production to be 2-4% below year-earlier levels, but about 1% above the large 1974-76 average for Dec. Grain-fed beef production to be 1% above the large 1974-76 average for Dec. Grain-fed beef production to be 1% above the large 1974-76 average for Dec.

FOOD MARKETING ALERT

Marketing specialists in the U.S. Department of Agriculture (USDA) report that potatoes and onions will remain in heavy supply through December. Through a special Food Marketing Alert, USDA is encouraging the food service industry, schools and other institutions to make good use of these foods during December.

FINISHES AHEAD OF FREEZE

SPECIAL UPDATE ON POTATOES & ONIONS

FREE PUBLICATIONS

While supply lasts, free, single copies of the following booklets are available from the Publications Office, GPA, U.S. Department of Agriculture, Washington, D.C. 20250.

"Cheese in Family Meals," Home and Garden Bulletin #112
"Eggs in Family Meals," Home and Garden Bulletin #103

NOTE: Price Increased to \$2.00

"Family Food Buying," Home Economics Report Number 37, USDA, is now available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 for \$2.00. This guide is useful to homemakers as a marketing guide to select the right quantity of food for home consumption.

FOOD CLIPS

While fresh cauliflower is available during the entire year, supplies are abundant from September through January. If the white, edible portion called "the curd" is spreading or has many discolored spots, it is a sign of aging or overmaturity.

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Chicory, endive--or escarole, used mainly in salads, are available practically year around--but primarily in the spring and winter. For freshness check crispness, tenderness and a good green color of the outer leaves.

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Look for freshness and crispness in celery and a strong, rigid feel. If it has pithy, hollow or discolored centers in the branches--don't buy it. Some celery may be freshened by placing the butt end in water, but badly wilted celery will never become really fresh again.

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Cooked pork--and combination dishes containing pork--can be stored in the freezer at zero degrees Fahrenheit for 2 or 3 months with little or no change in quality.

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When evaporated milk is mixed with an equal amount of water, its nutritive value is about the same as whole milk. It should always be refrigerated after opening.

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Cream or light cream? It must have at least 18 percent milkfat and less than 30 percent. Heavy cream? It must have at least 36 percent milkfat.

BEEF PRODUCT RECALLED

Institutional-pack cubed beef in water from Argentina bearing establishment number "1404," is being voluntarily recalled at the request of the U.S. Department of Agriculture. It has been distributed throughout the United States. Laboratory results showed underprocessing of some of these canned meat products which could cause food poisoning.

The six pound institutional size product was discovered after swollen cans of "Manco cubed beef in water" were found during routine checking by USDA's Food Safety and Quality inspectors at the Los Angeles port of entry. Other laboratory studies indicated possible deficiencies in canning procedures at the Argentine plant. The establishment number of "1404" on these cans will identify the potentially-dangerous product which has been distributed in hotels, restaurants, schools, hospitals and other institutions.

ABOUT YOU 'N' ME

Doreen Sharkey, special sections editor of the Jacksonville (Fla.) Times-Journal says they have a new test kitchen in their Food section now..Food editors of the Farm Journal are doing a new syndicated column called "Cook It Your Way." The forerunner of a new book of the same name, it's designed to acquaint cooks with their appliances, according to food editor Elise Manning whose staff "kitchen tested" the recipes..... Also at the Farm Journal, Sharon Nelton, formerly creative director of their book division, has been promoted to vice president. A former editor of the Living section for the Philadelphia Inquirer, she's also worked at the Detroit Free Press.